

ABSTRACT

A printed matter which employs commonly used printing paper as a substrate and is capable of economically and efficiently forming beautiful images of fixed information and variable information by using both printing method and ink jet recording method, characterized in that a receiving layer for an ink jet recording ink for printing variable information is formed on the entire or a part of the surface of a printing paper having fixed information printed by using a printing method selected from lithographic printing, relief printing and intaglio printing.